DOCUMENT RESUME

ED 414 412 CE 075 142

AUTHOR	Ellis, Susan J.
TITLE	The Volunteer Recruitment (and Membership Development) Book. Second Edition.
ISBN	ISBN-0-940576-18-X
PUB DATE	1996-00-00
NOTE	152p.
AVAILABLE FROM	Energize, Inc., 5450 Wissahickon Avenue, Philadelphia, PA 19144 ($18.75).
PUB TYPE	Books (010)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Administrator Behavior; *Administrator Role; Administrators; Adults; Agency Role; *Nonprofit Organizations; Personnel Selection; Private Agencies; *Program Administration; *Recruitment; Social Agencies; *Voluntary Agencies; Volunteer Training; *Volunteers

ABSTRACT

This book is designed to help nonprofit organizations recruit and retain volunteers. Following an introductory section covering the recruitment and use of volunteers, it contains 14 chapters organized in 3 sections. The chapters in the first section discuss what volunteer recruiters need to do before actually asking anyone to volunteer. They elaborate the steps to take to plan for volunteer involvement and select the best sources of prospective volunteers for the available assignments. The chapters in section II examine the best ways to reach out to prospective volunteers--choosing the right recruitment techniques and presenting the organization's message in the most motivating way. The chapters in section III discuss the special challenges of reaching out to the widest possible audiences to find the best volunteers, including distinctive recruitment issues relevant to all-volunteer groups. An appendix covers the possibilities of recruiting on the Internet and a bibliography contains 18 references. (KC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****